

EMMAP – Unique Strategic Course Portfolio Tool.

Market Metrics for International and Domestic New and Existing Course Review and Development.

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Introduction to EMMAP

EMMAP- The Solution to Evaluating and Building Market Perspective in University Courses

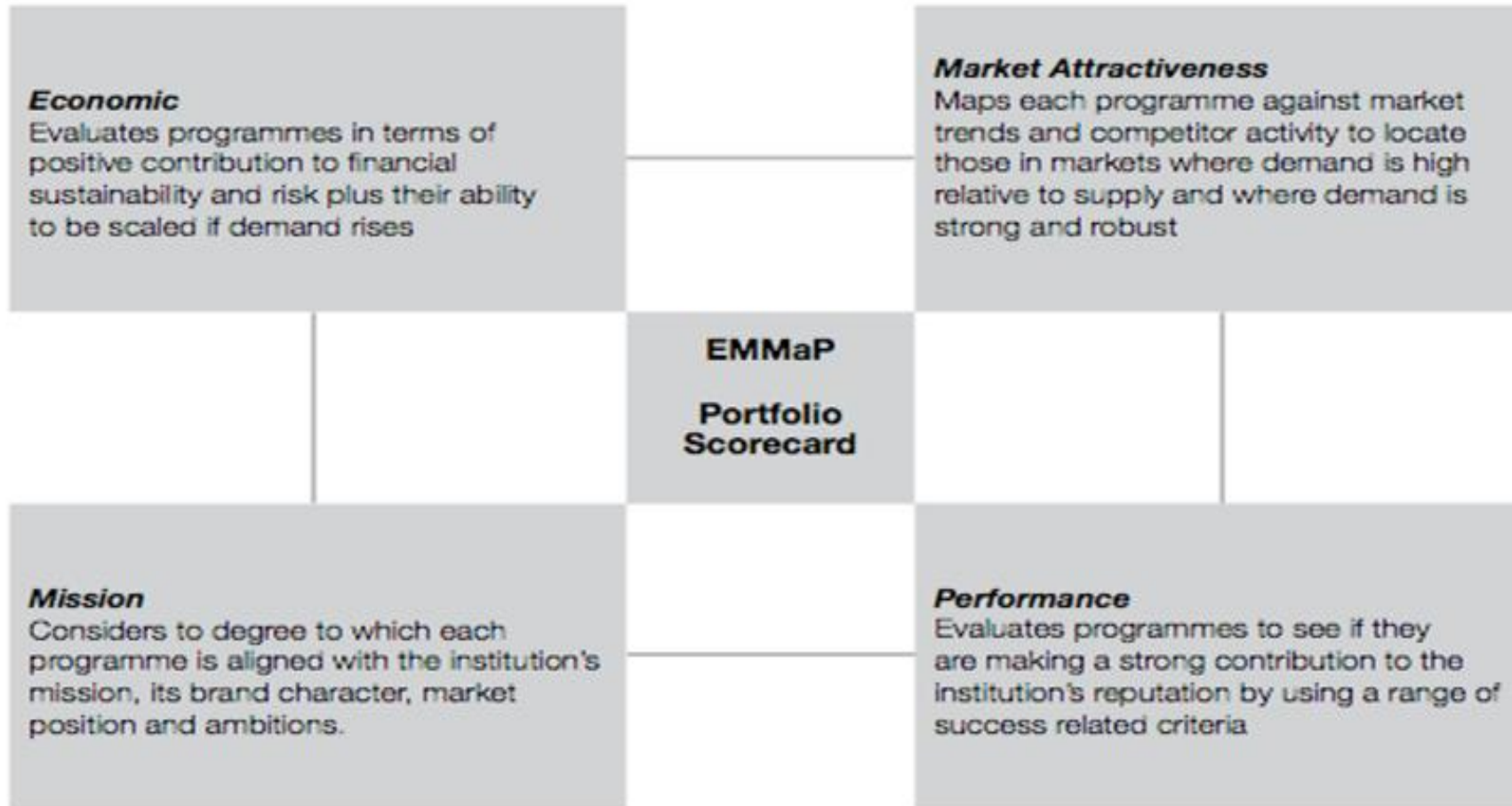
- At the heart of the need for developing and embedding a **market perspective** in course portfolio management is the new course development (NCD) evaluation and existing course renewal process.
- To facilitate this critical component of strategic management of the course portfolio in competitive domestic and international markets, a model is needed that gives form and structure to the process of a periodic market review of the portfolio, a system that can be applied at both institutional and academic unit level.
- Developed in 2014, EMMAP is a robust and proven framework that can be applied to guide development and appraisal of new course ideas, and support renewal of existing programs to make them more successful in university markets.
- EMMAP is practical tool that guides, bring together and support university academics, markets, international, and planning staff alike as they make this transition.

What is the EMMAP Framework?

- EMMAP is a balanced scorecard approach, emphasizing that financial returns are not the only value that a program delivers to the institution. EMMAP includes four modules for developing and reviewing a range of programs from a market perspective:
- **Economic evaluation** identifies those programs that make a positive contribution to financial sustainability.
- **Mission evaluation** considers the extent to which programs are iconic and inseparable from the university mission or brand.
- **Market evaluation** identifies those programs located in markets where demand is high relative to supply, where demand is likely to grow or remain robust.
- **Performance evaluation** identifies programs that are making a relatively strong contribution to enhancing the institution's reputation.

Note: The framework uses metrics used by education institutions across the world. This is a composite menu of over 40 possible metrics that universities can use as a basis for creating a bespoke tool – based on what their focus is on and what data they feel can be realistically applied.

Key Elements of EMMAP- Overview





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Benefits and applications of EMMAP

Benefits and Applications of EMMAP

- A balanced scorecard approach that creates programme profiles on agree variables
- Compare programmes across the portfolio – using a traffic light system
- Evidence rather than opinion based
- Not just financial indicators (lagging) but reputation also (leading)
- Surfaces valuable data to inform marketing approaches
- Set baselines and benchmarks for programmes.

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